

LearnHub Ideation Phase – Empathize and Discover

Project Name: LearnHub

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1. Introduction to Empathize and Discover

Empathizing and discovering is the foundation of human-centered design. It allows teams to understand user needs, pain points, behaviors, and context. In this phase, the goal is to step into the shoes of learners and educators to uncover their motivations, barriers, and goals related to online learning.

2. Stakeholder Identification

- Students (school/college-level)
 - Working professionals seeking skill upgrades
 - Independent educators and trainers
 - Educational institutions and coaching centers
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3. User Interviews & Surveys (Hypothetical Summary)

We conducted a set of hypothetical user interviews and surveys. Summary of insights:

- Students prefer affordable and modular learning options
- Learners often use mobile phones for attending classes
- Educators want easy tools for course creation and content management
- Both learners and educators value language options and personalization

4. Empathy Mapping

What users SAY:

- “I want to learn new skills but can't afford expensive platforms.”
- “I need courses that match my schedule and language.”

What users THINK:

- “Will this help me get a job?”
- “Can I trust the content quality?”

What users DO:

- Watch free videos on YouTube
- Use mobile devices for learning

What users FEEL:

- Overwhelmed by options
- Frustrated by low-quality or incomplete resources

5. Key Insights

- There is a strong demand for accessible, affordable, and structured online learning
 - Educators need a simple, flexible platform to build and sell their courses
 - Mobile-first, multilingual platforms offer greater inclusivity and reach
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